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Telemarketing: Five Industry Centers

Abstract

[Excerpt] In March 2006, the 4,789 business establishments classified as telemarketing bureaus (NAICS 561422) employed 337,662 workers. Weekly wages in the industry averaged \$527 and workers' average annual pay was \$24,966. The five counties with the greatest number of telemarketing employees supply a little over 11 percent of the total number of workers in the industry with a combined total of 38,620.

With 10,175 telemarketers accounting for 1.8 percent of its total employment, Bexar County, Texas, which contains San Antonio, tops the list. The telemarketing employees earn an average of \$653 per week, more than \$100 above the national average for the industry. Bexar County has 37 telemarketing establishments, the lowest establishment count among the top five counties.

Keywords

telemarketing, industry, wage, employment

Comments

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Telemarketing: Five Industry Centers

In March 2006, the 4,789 business establishments classified as telemarketing bureaus (NAICS 561422) employed 337,662 workers. Weekly wages in the industry averaged \$527 and workers' average annual pay was \$24,966. The five counties with the greatest number of telemarketing employees supply a little over 11 percent of the total number of workers in the industry with a combined total of 38,620.

With 10,175 telemarketers accounting for 1.8 percent of its total employment, Bexar County, Texas, which contains San Antonio, tops the list. The telemarketing employees earn an average of \$653 per week, more than \$100 above the national average for the industry. Bexar County has 37 telemarketing establishments, the lowest establishment count among the top five counties.

Maricopa County, Arizona employs 7,669 people in the telemarketing industry, which is 0.5 percent of its total employment. (Maricopa's county seat is Phoenix.) The county has over three times the number of telemarketing establishments that Bexar has, with 118. The industry's total wages of \$62,885,928 account for less than 0.4 percent of total county wages.

Close behind Maricopa County are Miami-Dade County, Florida and Salt Lake County, Utah, with 7,455 and 7,415 telemarketing employees, respectively. Telemarketing employees in Miami-Dade

County earn \$468 per week on average while their counterparts in Salt Lake County earn an average of \$411 per week.

Rounding out the top five is Tarrant County, Texas, with a little more than half the number of telemarketing industry employees as Bexar. Its telemarketing annual wages and average weekly wages exceed those of the other four counties. The 5,906 employees—who may range from the telemarketer to supervisors or other high-ranking officials—earn \$1,830 per week on average, bringing the total industry wages to \$141,287,961, or 2.1 percent of the total county wages. Tarrant County is an urban county located in the north central part of Texas. Fort Worth serves as the county seat.

Over the past five years, the Nation's telemarketing industry has seen slight fluctuations in average

annual employment. The number has generally hovered around 315,000, with the biggest year being 2001 (338,344 employees) and the smallest being 2003 (302,471). The latest employment level was 337,662 in March 2006.

Average weekly wages in telemarketing bureaus have risen over the past five years from \$426 in 2001 to \$480 in 2005, but have experienced a substantial jump in first quarter 2006 to \$527. Average annual pay has also seen an increase of almost \$2,800 since 2001, with the average employee earning \$24,966 in 2005. Average annual pay for 2006 has not been calculated yet.

These data were obtained by the Quarterly Census of Employment and Wages in the Bureau of Labor Statistics. Data presented here are for all private-sector workers covered by State and Federal unemploy-

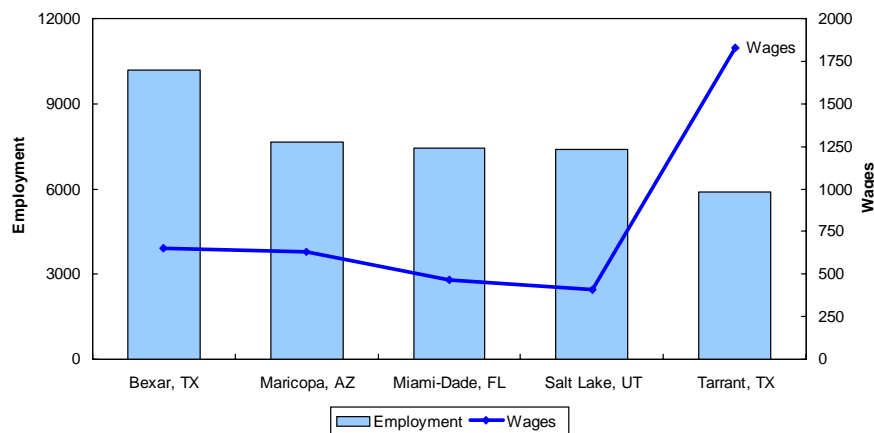
ment insurance programs. Largest counties refer to those counties with a population of 75,000 or more in 2005. For additional information, contact Anne Lise Almira, an economist in the Division of Administrative Statistics and Labor Turnover, Office of Employment and Unemployment Statistics. E-mail: almira.anne@bls.gov. Telephone: 202-691-6449.

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Employment and average weekly wages, telemarketing bureaus, selected counties, March 2006



Employment and Wages, Telemarketing Industry, Selected Counties 2006

	Employment			Wages	
	Number of Establishments	Employment	Percent of County Employment	Total Industry Wages (in thousands of dollars)	Percent of County Wages
Bexar County, Texas	37	10,175	1.8	86,782	1.6
Maricopa County, Arizona	118	7,669	0.5	62,886	0.4
Miami-Dade County, Florida	51	7,455	0.9	44,230	0.5
Salt Lake County, Utah	58	7,415	1.6	39,199	0.9
Tarrant County, Texas	54	5,906	0.9	141,288	2.1

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